

# I/ITSEC 5K WALK, RUN OR ROLL SPONSORSHIP PACKAGES

## Sponsorship Contact

Shannon Burch, CEM  
NTSA Director of  
Exhibits & Sponsorships

**Phone:** (703) 247-9473

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To register as a runner, please visit [www.iitsec.org](http://www.iitsec.org), under **Attendees** tab click on **Planning Your Stay**

<b>TITLE</b>	\$7,500 (EXCLUSIVE)	<b>SILVER</b>	\$1,000
<ul style="list-style-type: none"><li>• Company logo displayed prominently on runners' t-shirts</li><li>• Company logo displayed prominently on event signage and digital media</li><li>• Company logo/link displayed prominently on website</li><li>• Acknowledgement from podium at event</li><li>• Acknowledgement in all pre/post event press releases and media coverage</li><li>• Three Race registrations and race t-shirts</li><li>• Opportunity to present check to the charity beneficiary, at the conclusion of the race, with lead service principle</li></ul>		<ul style="list-style-type: none"><li>• Your company name listed on runners' shirts</li><li>• Company logo displayed on event signage and digital media</li></ul>	
<b>PLATINUM</b>	\$3,000 (5 AVAILABLE)	<b>BRONZE</b>	\$500
<ul style="list-style-type: none"><li>• Company logo displayed on runners' t-shirts</li><li>• Company logo displayed on event signage and digital media</li><li>• Company logo/link displayed on website</li><li>• Acknowledgement from podium at event</li><li>• Two Race Registrations and race t-shirts</li></ul>		<ul style="list-style-type: none"><li>• Your company name listed on runners' shirts</li></ul>	
<b>GOLD</b>	\$1,500	<b>SWAG BAG SPONSOR</b>	\$3,000 (EXCLUSIVE)
<ul style="list-style-type: none"><li>• Company logo displayed on runners' t-shirts</li><li>• Company logo displayed on event signage and digital media</li><li>• Company logo/link displayed on website</li><li>• One Race Registration and race t-shirt</li></ul>		<ul style="list-style-type: none"><li>• Provide logo bags (subject to approval) for all participants</li><li>• Ability to place item/flyer in race Swag Bag (item provided by sponsor, subject to approval)</li><li>• Company logo displayed on runners' t-shirts</li><li>• Company logo displayed on event signage and digital media</li></ul>	
		<b>WATER STATION SPONSOR</b>	\$1,000
		<ul style="list-style-type: none"><li>• Company must provide adequate volunteers to man station</li><li>• Option to provide cups with your company logo</li><li>• Company logo displayed on runners' t-shirts</li><li>• Company logo displayed on event signage and digital media</li></ul>	

# THE OFFICIAL VIDEO WALLS AT I/ITSEC

For further information please contact

**Shannon Burch, CEM**

**Phone:** (703) 247-9473

**Email:** sburch@ntsa.org



## VIDEO SCREEN LOCATIONS

- 1) 8 x 12 feet, South A Entrance
- 1) 8 x 12 feet, South B Entrance
- 52" plasmas at Registration Lobby & Conference Areas

Video will be played a minimum 3 times an hour on all screens for the full 4 Days of the Show. Based on an 8 hour day

Cost of a 15 second slot: \$1,500 – Showing over the 4 days

Cost of a 30 second slot: \$2,500 – Showing over the 4 days

Cost of a 1 minute slot: \$3,500 – Showing over the 4 days

Videos supplied should be uploaded to the FTP Site no later than 31 October 2023, upload details will be provided upon booking. Please book early as we only have a limited period of 20 minutes.



# I/ITSEC-TV (YouTube.com/NTSAToday)

View sample videos from I/ITSEC  
at [www.youtube.com/ntsatoday](http://www.youtube.com/ntsatoday)

## Contact

Shannon Burch to secure your  
video sponsorship today at

Phone: (703) 247-9473

Email: [sburch@ntsa.org](mailto:sburch@ntsa.org)

## I/ITSEC-TV

Expand your market reach and leverage your brand among thousands of interested viewers during and after I/ITSEC 2023; reserve your spot now to appear on I/ITSEC-TV [www.YouTube.com/NTSAToday](http://www.YouTube.com/NTSAToday).

## SHARE YOUR STORY AT I/ITSEC-TV

I/ITSEC-TV is an exclusive YouTube Channel designed to highlight the newest products and services from the I/ITSEC Exhibit Floor, conference highlights and other related I/ITSEC videos. With almost a quarter million viewers so far in its short history, I/ITSEC TV is the ideal vehicle to spread your message to a key target audience.

The I/ITSEC News Teams will interview participating companies to create video news clips (maximum 3 minutes). Those clips will be uploaded and promoted to I/ITSEC attendees and exhibitors via an email recapping the daily events at I/ITSEC. The I/ITSEC-TV Channel will also be made available on the I/ITSEC Mobile App which will be distributed to all attendees and exhibitors.

## I/ITSEC-TV NEWS STYLE INTERVIEW

\$2,500 (MAX 3 MINUTES)

For 2022 confirmed exhibiting companies only, the I/ITSEC news teams will conduct an in-person interview at your booth

during I/ITSEC exhibit hours. These featured news segments, will highlight your technology, company mission, and product advancements to the Training and Simulation community not only during the I/ITSEC show but all year round on I/ITSEC-TV. Your news segment sponsorship will include the following:

- Professional video editing
- Uploading to the I/ITSEC-TV website during I/ITSEC
- Your description with keywords and a link to your website
- Upon request a hi-res version of your video following I/ITSEC 2023 for you to display on your company website or other avenues you wish.

## I/ITSEC-TV SPECIAL EVENT VIDEOS

\$2,500 PER VIDEO

In addition to broadcasting exhibitor segments, the I/ITSEC News teams will also video all special events that are happening the week of I/ITSEC; examples are Opening Ceremonies, Serious Games, I/ITSEC 5K and many other exciting events that your company can help support.

Sponsorship of the Special Event Videos will include the following:

- Company logo at start of each video
- Banner feed with your company logo along bottom of video for the duration of the special event video
- Your company name/website listed in the Comments section of the video posting.

# OVERSIGHT BRIDGE SIGNAGE

Contact **Shannon Burch, CEM**  
for additional information at  
[sburch@ntsa.org](mailto:sburch@ntsa.org) or 703-247-9473



The oversight bridge signage utilizes the multiple spaces in the high traffic walkway between the Hyatt (host hotel for I/ITSEC 2023) and the West Concourse of the OCCC. This sponsorship will provide exposure to your company to increase brand exposure and increase booth visits during your time at I/ITSEC 2023!

## PRICE

\$3,500 per sign location

## INCLUSIONS

- Double-Sided Signage Installation
- 4-Color signage production (production is exclusive to OCCC)

## GRAPHICS/SIZE

- Design size is 14”H x 91.625”W
- Artwork shall be provided in high res format in PDF, JPG or EPS
- Design can have bleeds
- Graphics will not alter any images provided by sponsor, art will be printed as received

## Deadline:

Artwork must be received no later than October 25, 2023.

